

# Sport Products Sales Data Analysis

## Presenters

- Ahmed Osama
- Hassan Reda
- Mohamed El Dardiri
- Mustafa Maher
- Mohab Mohamed
- Mohamed Mostafa



amazon

GEAR WEST

KOHL'S



Walmart

SPORTS DIRECT

The left side of the slide features a dark, futuristic background filled with various data visualizations. These include line graphs with multiple colored lines, bar charts, and pie charts. The charts are illuminated with vibrant colors like cyan, magenta, and yellow. Overlaid on these charts are two large, abstract, organic shapes: a pink one on top and a yellow one on the bottom, which are partially enclosed by a thin blue line. The overall aesthetic is high-tech and data-driven.

# Agenda

- Introduction and Project Objectives
- Dataset Overview and Data Analysis Process
- Visualizations and Dashboards

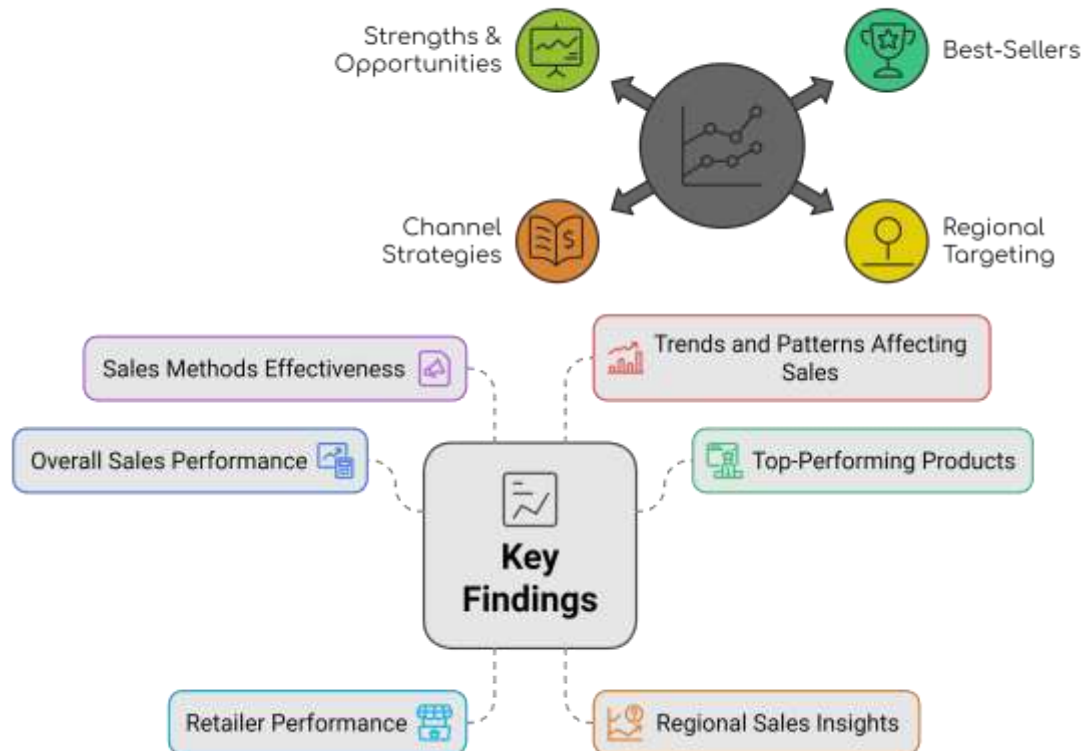


# Introduction

## Purpose

Comprehensive Sales Data Analysis by utilize Microsoft Power BI to thoroughly analyze our sales data and aim to transform raw data into meaningful insights.

## Objectives

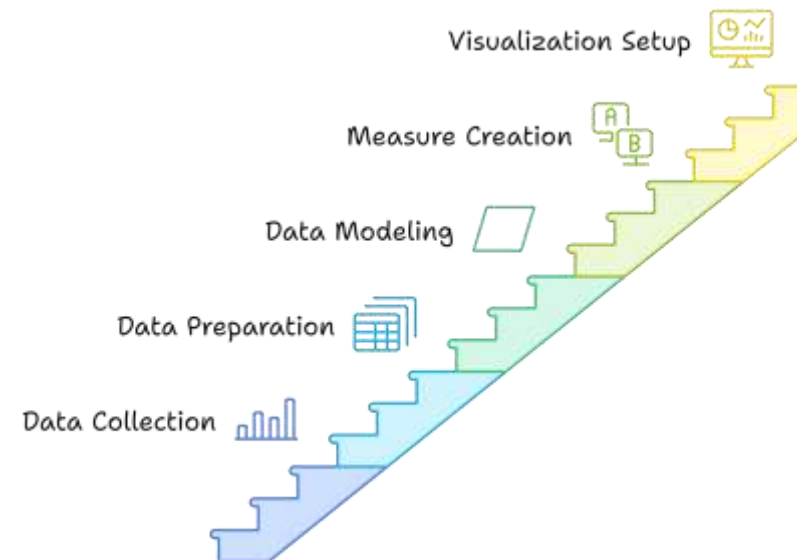


# Dataset Overview

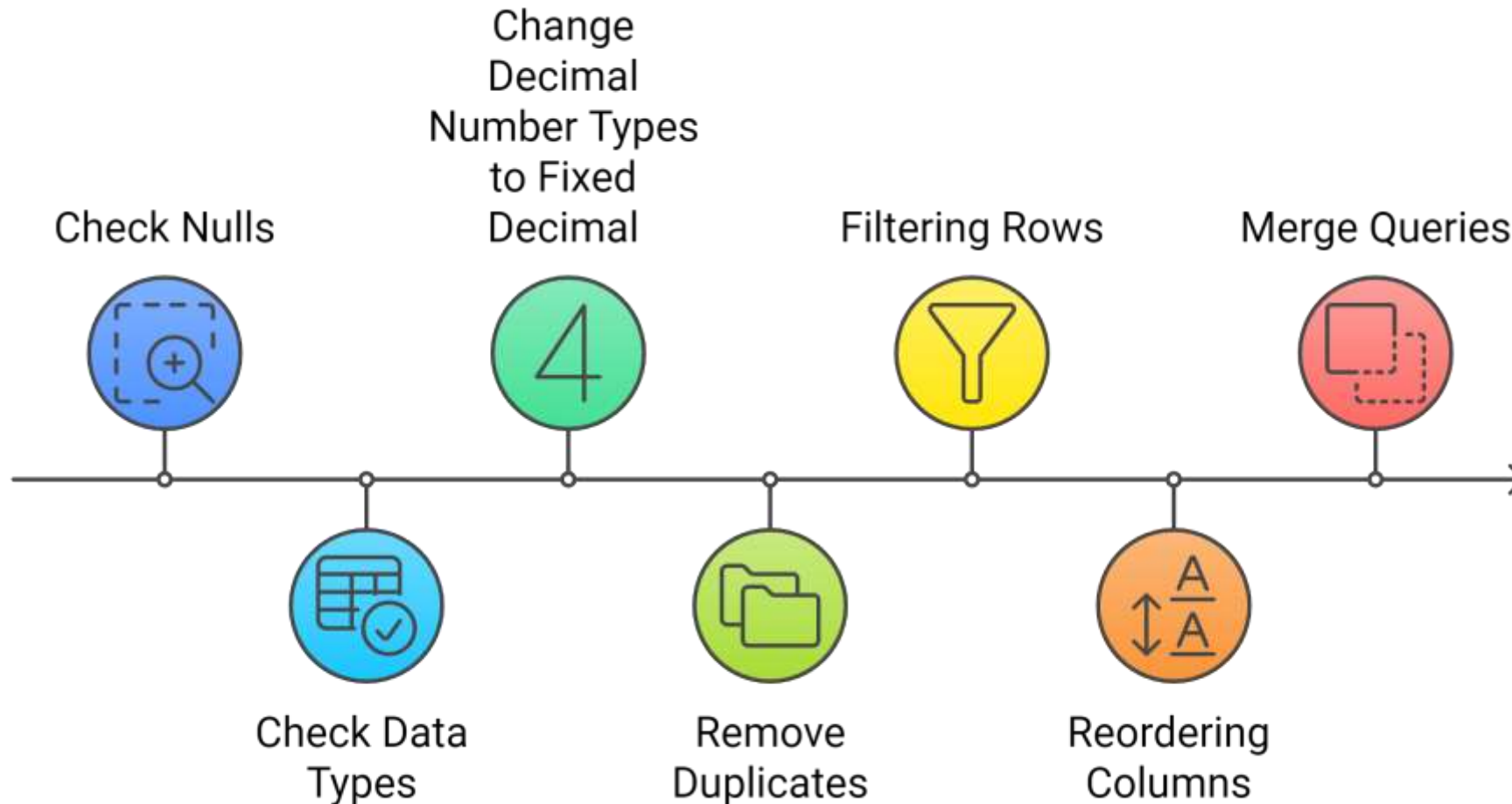
## Dataset Description



## Data Analysis Process



# Data Transforming



# DATA Modeling

We made 5 Dimensions Tables To enhance the performance and make it a **star schema**.

Dim-Sales Channel

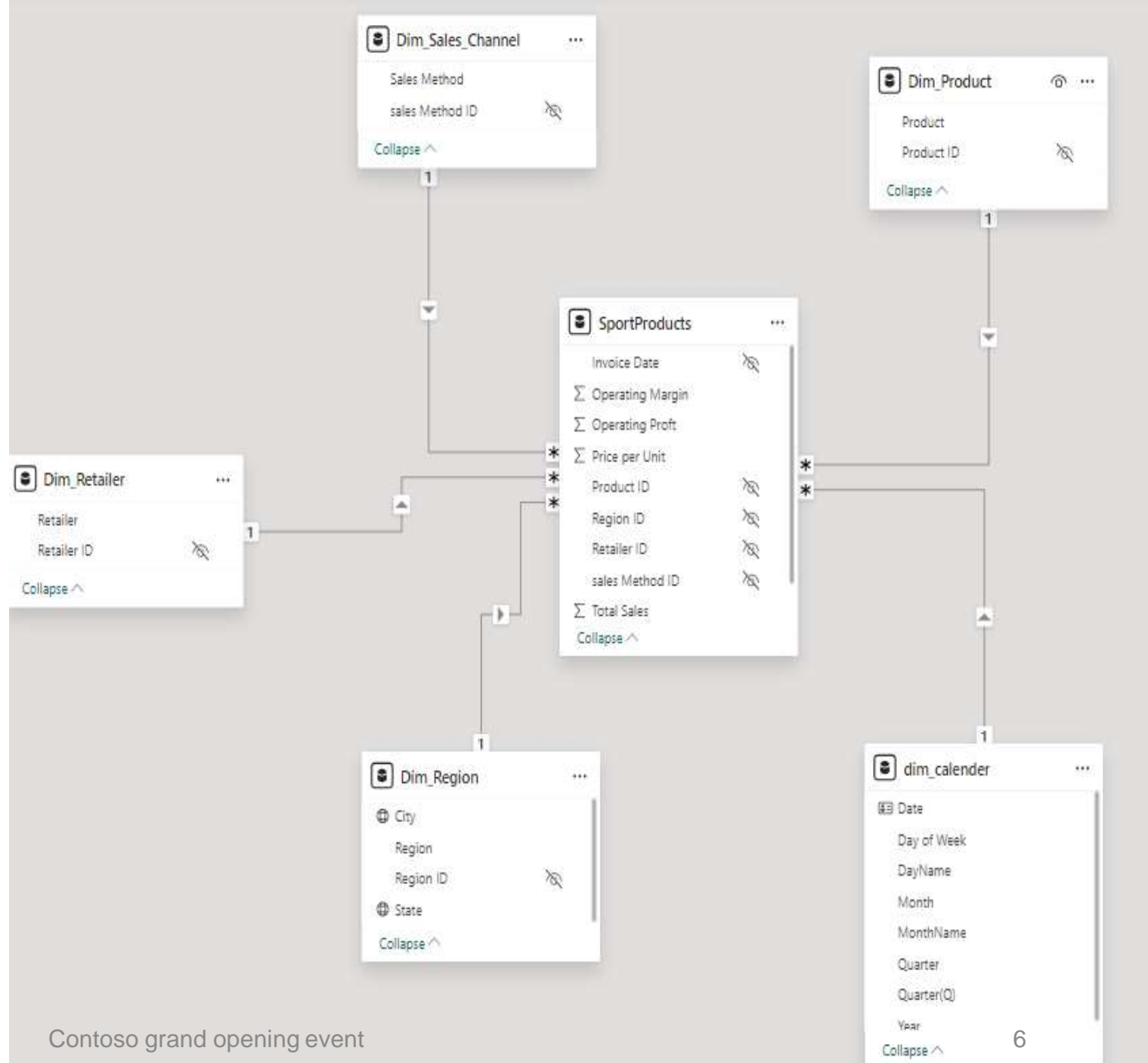
Dim-Product

sport Product

Dim-Retailer

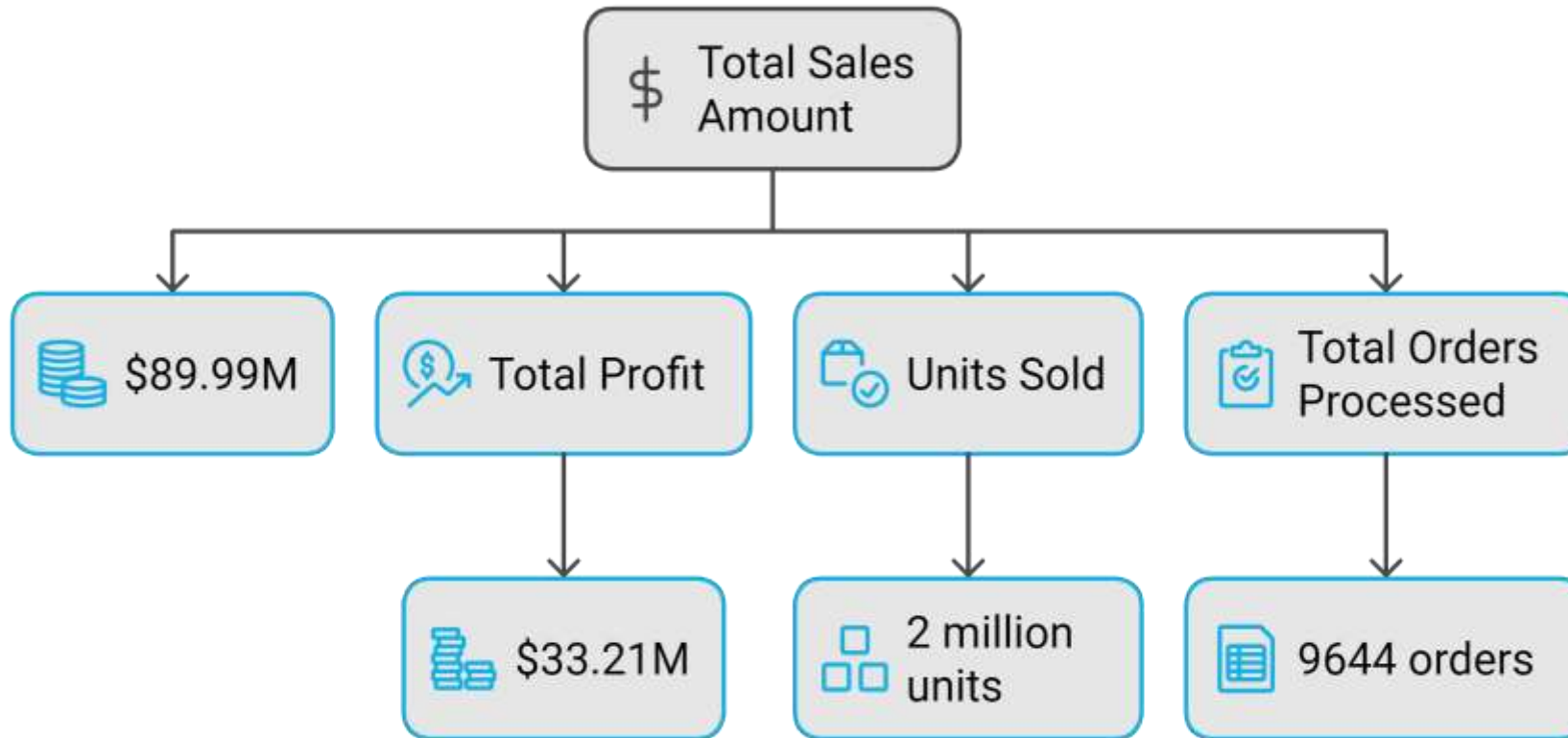
Dim-Calendar

Dim-Region





What are the total sales, profit, units sold, and total orders processed during the selected time period?



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# Product Sales Performance Overview

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# PRODUCT SALES ANALYSIS

[View Insights](#)

Showing Data for

1/1/2020



12/31/2021



## \$89.99M

TOTAL SALES



## \$33.21M

TOTAL PROFIT



## 2M

UNITS SOLD



## 9644

TOTAL ORDERS

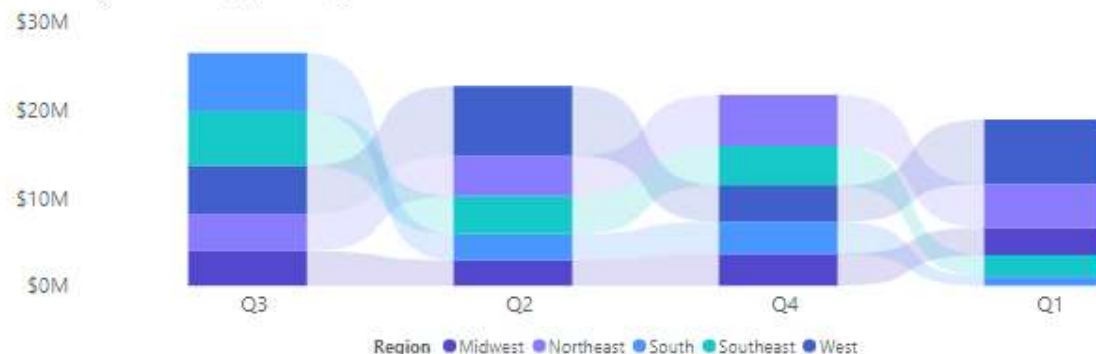


Year

2020

2021

sales by Quarter(Q) &amp; Region



Region Sales Contribution



Select Region

Midwest

Northeast

South

Southeast

West

Product Sales by Month

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Men's Apparel	\$1.03M	\$0.92M	\$0.76M	\$0.99M	\$1.15M	\$0.95M	\$1.31M	\$1.18M	\$1.02M	\$1.15M
Men's Athletic Footwear	\$1.31M	\$1.09M	\$0.99M	\$1.19M	\$1.29M	\$1.13M	\$1.61M	\$1.82M	\$1.43M	\$1.55M
Men's Street Footwear	\$1.56M	\$1.42M	\$1.33M	\$1.68M	\$1.86M	\$1.72M	\$2.31M	\$2.19M	\$1.78M	\$1.95M
Women's Apparel	\$1.34M	\$1.04M	\$1.03M	\$1.51M	\$1.70M	\$1.74M	\$1.95M	\$1.60M	\$1.50M	\$1.65M
Women's Athletic Footwear	\$0.83M	\$0.72M	\$0.71M	\$0.81M	\$0.94M	\$0.87M	\$1.08M	\$1.08M	\$0.88M	\$0.95M
Women's Street Footwear	\$1.08M	\$0.92M	\$0.86M	\$1.04M	\$1.11M	\$1.06M	\$1.29M	\$1.36M	\$1.15M	\$1.25M

Top 10 Locations



Total\_sales by State



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Product Sales &  
Performance

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# PRODUCT SALES ANALYSIS

[View Insights](#)

Showing Data for

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12/31/2021



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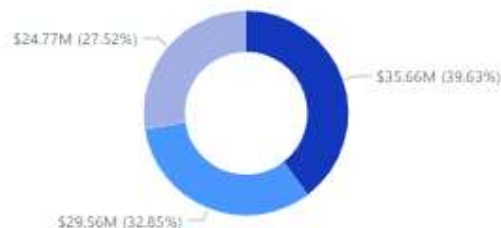


Year

2020

2021

### Total\_sales by Sales Method



Sales Method

In-store

Outlet

Online

### Total\_Profit by Sales Method



Sales Method

In-store

Outlet

Online

### Units\_sold by Sales Method



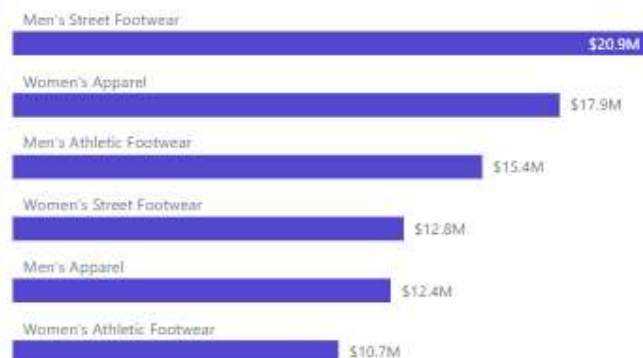
Sales Method

Online

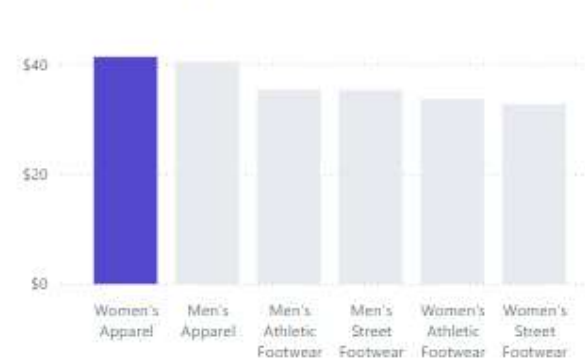
Outlet

In-store

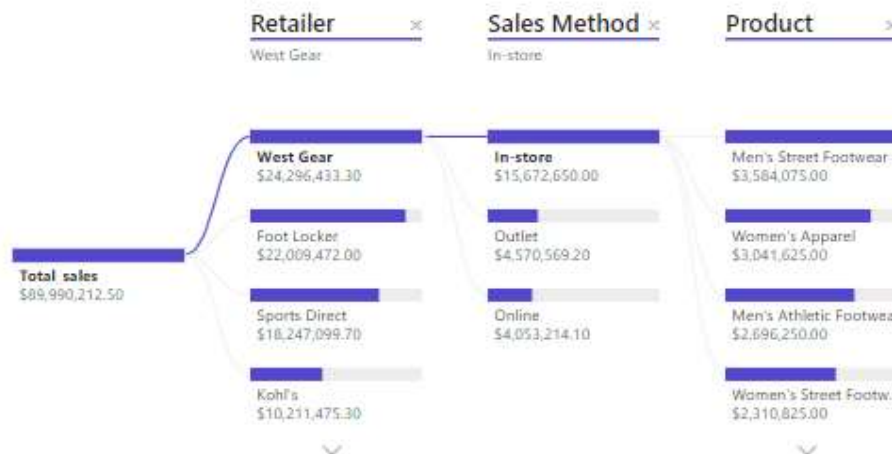
### sales by Product



### AvgSales per unit by Product



### Retailer Sales Decomposition



### Select Region

Midwest

Northeast

South

Southeast

West

11

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Findings Analysis

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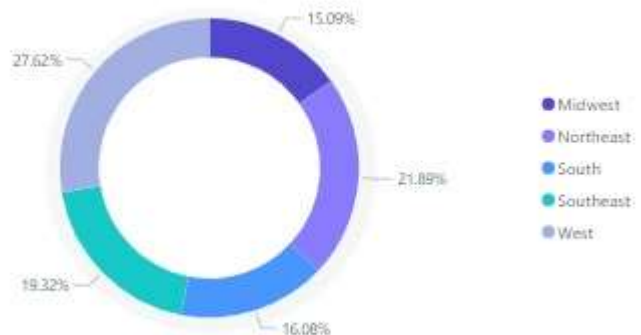
Top 10 Locations



Total sales by State



Region Sales Contribution



The chart provides a visual representation of the top 10 states in terms of total sales.

### Top-selling states:

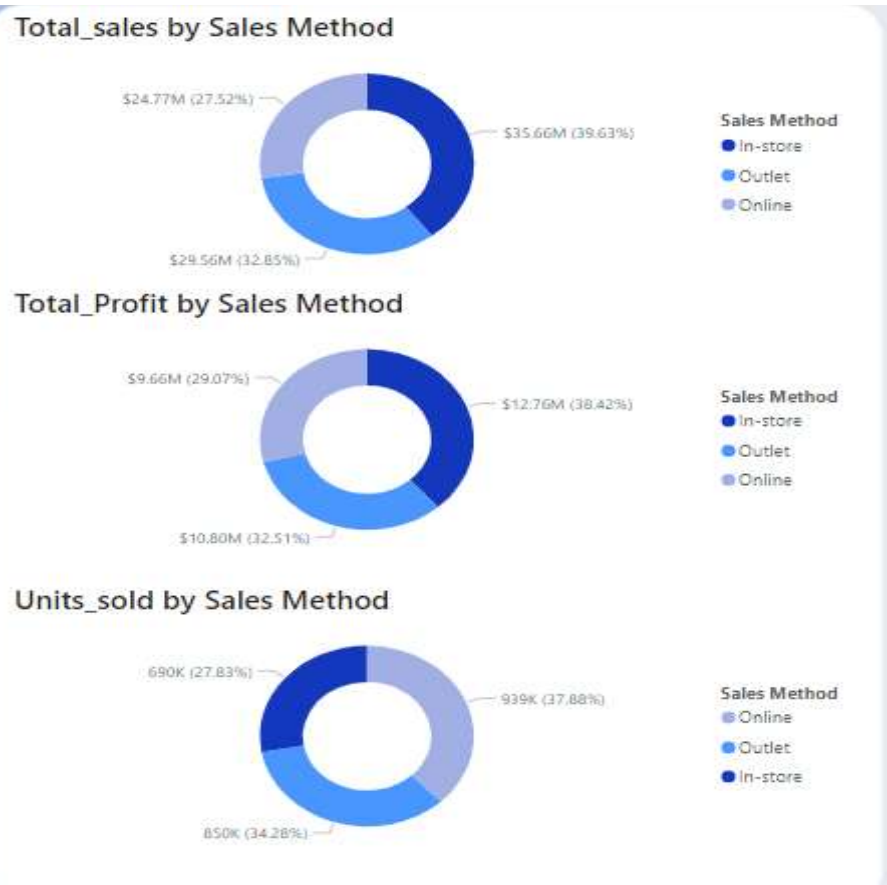
- **New York** is the clear leader with total sales of \$6.4 million.
- **California** and **Florida** follow closely behind with sales of \$6.0 million and \$5.9 million, respectively.
- **Texas, South Carolina, Maine, Washington, North Carolina, Louisiana, and Hawaii** round out the top 10 with sales ranging from \$4.6 million to \$2.2 million.

### Sales distribution:

- The sales are concentrated in the eastern and western regions of the United States.
- The central and southern regions have lower overall sales compared to the east and west.

### Geographic patterns:

- **New York** and **California** have the highest sales, which may be attributed to their large populations and economic activity.
- **Florida's** high sales could be due to its tourism industry and large retiree population.
- **Texas's** sales may be driven by its energy sector and large population.

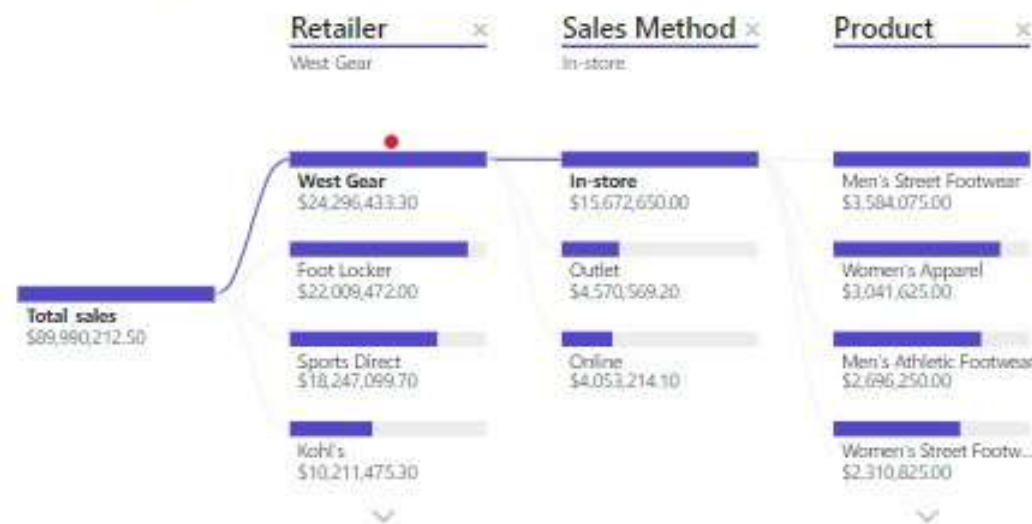


**Sales Performance:** **In-store** is the top sales method (39.63%), followed by **Outlet** (32.85%) and **Online** (27.52%). **Outlet** and **In-store** channels drive the majority of sales.

**Profit Distribution:** **In-store** leads in profit contribution (38.42%), with **Outlet** at 32.51% and **Online** at 29.07%. While **In-store** is most profitable **Outlet's** profit percentage is close.

**Units Sold :** **Online** leads in units sold with (37.88%), and **outlet** comes second with (34.28%) and surprisingly **in-store** is the least amount of units sold with (27.83%)

## Retailer Sales Decomposition



### Retailer Performance:

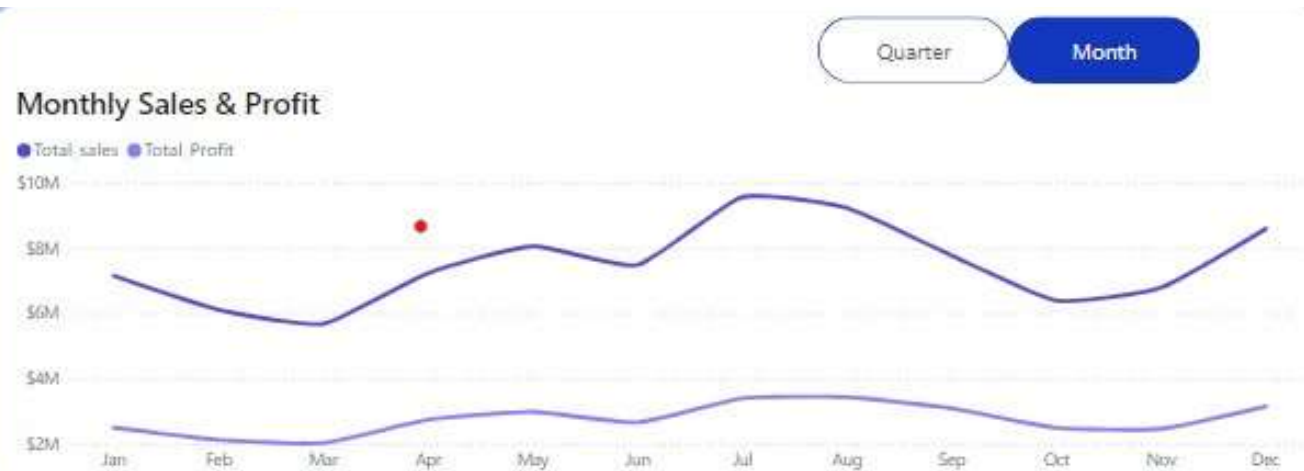
- **West Gear** is the top-performing retailer with total sales of \$24,296,433.30.
- **Foot Locker** and **Sports Direct** follow with sales of \$22,009,472.00 and \$18,247,099.70, respectively.
- **Kohl's** has the lowest sales at \$10,211,475.30.

### Sales Method Performance:

- **In-store** is the dominant sales method, contributing to the sales of **West Gear**.
- **Outlet** is used by **Foot Locker** and contributes to their sales.
- **Online** is the sales method for **Sports Direct**.

### Product Category Performance:

- **Men's Street Footwear** is the top-selling product category, contributing to the sales of **West Gear**.
- **Women's Apparel** and **Women's Street Footwear** also have significant sales.
- **Men's Athletic Footwear** has the lowest sales among the analyzed products.



•The chart indicates a strong correlation between sales and profit.

•The business experienced significant growth from April to July.

•The slight decline in sales and profit from August to October may be due to seasonal factors or other external influences.

•The rebound in sales and profit in November and December suggests that the business is recovering from any temporary setbacks.

### Regional sales:

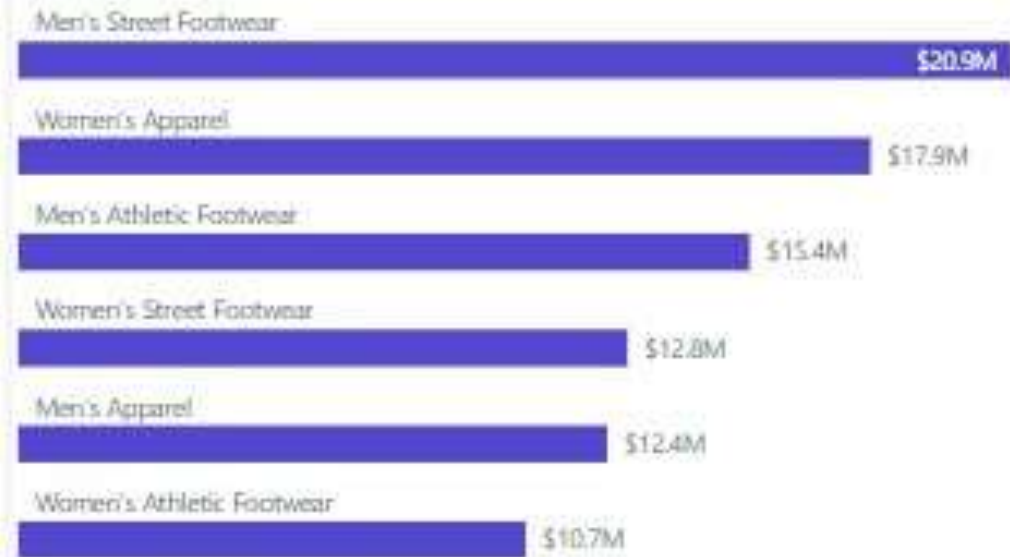
- The **west** region has the highest sales in all quarters.
- The **Northeast** region has the second-highest sales in all quarters.
- The **South**, **Southeast**, and the **Midwest** regions have relatively similar sales levels across all quarters.

### Quarter-over-quarter trends:

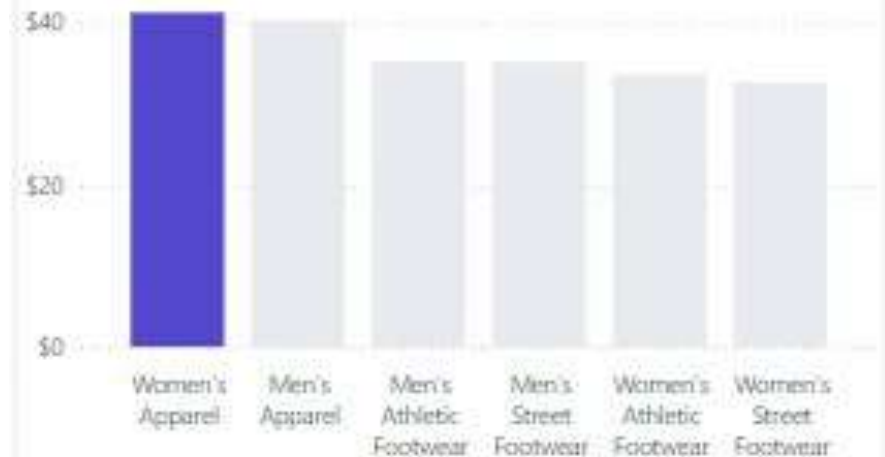
- Sales in the **South** region increased from Q1 to Q3 and then declined in Q4.
- Sales in the **Southeast** region increased from Q1 to Q2 and then remained relatively stable in Q3 and Q4.
- Sales in the **Midwest**, **Northeast**, and **West** regions fluctuated throughout the year, with no clear trends.



## sales by Product



## AvgSales per unit by Product



### Sales distribution:

- **Women's Apparel** have slightly higher average sales per unit than **Men's Apparel** .
- The average sales per unit for the other product categories are relatively similar, ranging from \$30 to \$35.

### Product performance:

- **Women's Apparel** stands out as the product category with the highest average sales per unit, indicating that it is priced higher or has a higher perceived value. Although, Men's Street Footwear have the highest sales, indicating strong demand for this category .
- The other product categories have relatively similar average sales per unit, suggesting that pricing and value perception may be comparable.



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RECOMENDIONE

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The overall gap  
between Q3 and  
Q1

Texas, South: an  
annual sports  
event

Florida,  
Southeast:  
summers in  
Miami (the  
Caribbean-like  
feel), beach life  
and nightlife,  
shopping

California in Q1

California in Jan:  
whale watching,  
kayaking  
enthusiasts

New York in Q1

New York in Q1:  
starting in  
December,  
thriving in Jan,  
winter activities  
& sports

Women's apparel  
PPU

a record-high  
average of  
approx. USD 42,  
representing the  
pink tax.

# Thank you

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